

AMERICANS, IN TERROR, FLEE MEXICO TO SHIPS; SIX MISSING IN TUXPAM

Woman and Three Men Held by Carranzistas in Flight to Arizona—Warships Take on Refugees

1000 SAFE AT TAMPICO

VERA CRUZ, June 27.—Six Americans are missing from the Tampico district, according to advices received from Tampico by W. W. Canada, the American consul here. They are the only ones whose whereabouts was not made known in the dispatches.

WASHINGTON, June 27.—The Ward Line Monterey, with 800 refugees, was reported today en route from Vera Cruz to the United States.

At Tampico 55 are on board the destroyer Dade, 42 on the yacht Wild Duck, 199 on two tank steamers, 278 are on shore awaiting transportation and 50 others have declared their intention to remain. The army transport Sumner is en route to Tampico to take on refugees. Other ships already here are the tender Diana and the gunboats Marietta and Machias.

Special Agent Rodgers reported that there still were about 300 Americans in Mexico City, but that most of them would leave on an special train for Vera Cruz tomorrow.

PORT ARKANSAS, Tex., June 27.—The yacht Casiana, of the Huasteca Petroleum Company, has arrived here from Tampico, bringing 22 American and British refugees. The yacht will return immediately for others.

KEY WEST, Fla., June 27.—The Danish steamship Jelling has arrived here from Tampico, with 25 refugees, including Americans, Cubans, Peruvians and some Mexicans. Refugees described conditions at Tampico as "unbearable."

NOGALES, Ariz., June 27.—A party of three American refugees, including a woman, reached here today after being detained by Carranza troops at Sahabe, a post in the mountains, 40 miles west of here, and finally being released with orders to walk to the border. They are Mrs. M. C. Darwin, owner of a Hermosillo drug store; Harry Hofer and J. C. Clay.

FLIES ADD TO HORRORS OF BULLETS AND STEEL IN WAR'S DEVASTATION

Vermin Infest Wounds Beyond Reach of Crippled Soldiers, Increasing Dangers of Infection

APPEAL FOR FLY PAPER

Flies are now as much of a menace in Europe as Zeppelins and shrapnel, according to F. N. Tonetti, a New York surgeon, who has recently returned from the war front. As a result of his description of the agonies endured by the wounded soldiers tormented by these pests, 2,000,000 boxes of flypaper will shortly be sent to the war zone by the women of the National War Relief to fulfill a need as great as that for bandages or medicines.

"Beyond all words and all power of imagination is that great black swarm that hovers over everything," Mr. Tonetti said. "They take away sleep and appetite; they make life intolerable. Sometimes amputations have to be made without waiting to get back to the hospital, and then the flies are an added danger. Everywhere you see wounded soldiers tormented by the flies, and often without hands to brush them away."

After trying various methods of killing flies while on duty in the ambulance corps, Mr. Tonetti finally decided that the long strips of flypaper were the most efficacious, and he had often caught as many as 70,000 flies in a single day by this method. Among the other services performed by the sculptor while abroad was the invention of an extensor for use in setting broken bones.

"What I have done is little," he said, "but the aid given by the women of America, and particularly by those of the National War Relief, is wonderful. Our country will be forever loved because of them."

Green Versus Purple

Ham Berger, a prominent citizen of Olathe, says he finally has learned that a royal purple shirt and a cabbage green hackette were not meant to harmonize in the all-wise scheme of creation. Ham, it is recalled, was married only recently.—Kansas City Star.

Tomasso Tamagno

Tomasso Tamagno was first heard in New York on March 24, 1890, when the Metropolitan season opened with "Otello." He had been heard on tour in the United States with the company in the fall and winter months of 1889-90.

Police Court Chronicles

When Joe Tanner rests he likes to have a comfortable seat. An empty auto standing near 38th and Market streets appealed to him. It was in the shade. Joe dropped in it and was soon sound asleep.

When he awoke he found that he was in motion. In fact, he was going about 30 miles an hour. Trees, buildings, lots and people passed him at a rapid rate. Joe knew that something had to be done. For a moment he would rather have faced the enemy in Mexico. He made several attempts to stop the machine. But it rattled and laughed at him and went faster. Joe realized that he had touched the wrong part of the mechanism.

Then he heard clattering of hoofs behind him. This was followed by shouts of halt, but Tanner couldn't obey. Finally the car reached the bottom of the hill, halted and stopped. It was not until then that Joe realized that his pursuer was a cop.

"You might have known you couldn't get away with that," said the bluccoat. "It was trying to get away with me," said Joe. "I just got in it to take a rest."

"Try that on the Judge," the cop suggested.

When Tanner faced Magistrate Harris a few minutes later he recognized the prisoner immediately. Joe had been brought before him only a few weeks ago for the same offense—resting in automobiles.

"I suffer from the sun," said Joe, "and this car was in the shade, so I couldn't resist the temptation to sit in it and rest."

AWARD PARADE PRIZES

Bethlehem Steel Demonstration Represented an Outlay of \$10,000. SOUTH BETHLEHEM, Pa., June 27.—The judges have announced the list of prize winners in the Bethlehem Steel Company workmen's industrial parade last Saturday. The armor plate department won the first prize and silver cup for departmental marching teams and the labor department of the Saucon plant the second prize.

"STEADY BARGAIN DIET" CAUSE OF "INDIGESTION," SAYS WESTERN AD MAN

Customers, John L. Hunter, of Denver, Asserts Are Spoiled by "Hunting Something for Nothing"

REMEMBERING PUBLICITY

That the buying public "gets indigestion" from a steady diet of bargain is the opinion of John L. Hunter, advertising manager of the A. T. Lewis & Son Dry Goods Company, of Denver, Col., expressed in his talk this morning before the retail advertisers department on "How Much Should a Department Store Spend for Advertising?"

"Advertising," he said, "is being used as a cathartic instead of a food, and the results are tending toward a loss of vitality that necessitates larger and more frequent doses. A steady diet of bargains causes indigestion. When we realize that advertising is really vital nourishment and not a corrective then we shall see more sane expenditures."

"The customers that bargain advertising brings are spoiled by their continual search for something for nothing, and they get neither satisfaction nor bargains, because they spend their energy getting a price, while ignoring style and quality, the principal elements of satisfaction."

"One hundred sales at cost or less are obviously of less real value to a store than one sale at the regular profit."

THEY TAKE THE BAIT

"The time has gone by when the 100 customers who came after the bargain will also stay to buy something at a profit. They rush on to the next bargain at the same store or in some other store or go home to lie in wait for the next sale. They take the bait but so cunning have they become that they seldom or never spring the trap."

Expressing his opinion of what a department store should spend for advertising, he said "spend all that is necessary to increase the profits of the store. In advertising everything must be considered that promotes the growth and profits of the business."

"Something like \$240,000,000 were spent last year on retail advertising and judging by the advertisements that clipping services sent to my desk from all over the country, fully 95 per cent. of the amount was spent to sell merchandise without a profit. Think of it: Two hundred and twenty-eight millions thrown after the mistakes and bad guesses of merchants and buyers, and to what purpose? The retail merchant must learn a new way. He must forget his traditions and get at the facts of his business. The fact that this subject is being discussed here today is indication that we are progressing to a new order of things."

FAILED TO ADVERTISE

"Out of 107 failures of all kinds in a metropolitan city," said Jesse M. Joseph, of Cincinnati, "there were 92 firms, or 86 per cent., who did not spend one cent in advertising. Fifteen firms, or 14 per cent., belonged to the class that almost spent \$50 a year on general publicity, and not one really advertised."

"These are facts obtained from one of the large commercial agencies. I would not say that lack of advertising caused failure, yet we can certainly assume that judicious publicity might have prolonged the business life."

Poise

"Poise," writes Aunt Mandy to the Paris Mercury, "is something or other that keeps you from sayin' what you think or speakin' what you feel. Anariah used to have a idea that it was bucklin' herself up in a Gossard corset, goin' out in company, settin' up with her hands folded across her stummick, an' keepin' still."—Kansas City Times.

THOUSANDS OF RUSSIAN REFUGEES PERISH DAILY, SAYS AMERICAN VISITOR

Thomas Whittemore Asserts That Problem of Bathing Homeless Hordes Is a Critical One

BEYOND HUMAN POWER

Thomas Whittemore, of New York City, who recently returned from Russia, where he was a member of Grand Duchess Tatiana Nikolaevna's committee for war relief, and who is a member of the Russian Relief Commission here, said at his home that it was not because of the fact that Russia was not in need of American assistance that he had not appealed for relief, but that a silent resignation had been characteristic of Russian sacrifice.

"I have just returned from an eight months' sojourn in Russia," said Mr. Whittemore, "where I visited among the refugees rather than among the civil and military prisoners. The refugees compose a vast horde of humanity, who evacuated the west when the country was devastated for military reasons in the early part of the war. This multitude of sufferers consists of Jews, Poles, Letts, Little Russians and Lithuanians, and moved in wagons, on foot and by train, and were months on the march. They moved across Russia toward the Central Governments on the Volga."

"No other nation has had this tremendous problem to solve—the problem of saving the lives of countless human beings. The Russian Government recognizes in these multitudes of refugees a national emergency, and it was forced to turn to the Zemstvos, the provisional unions, for assistance and the organization of help. The Zemstvos are the mighty national unions, which breathe the spirit of the new Russia."

"These city and county unions have established feeding centers on roads and in places of centralization in the heart of Russia, and further east they found lodgment for many of those who were intrusted to their care. It is impossible to say how many millions of people these Zemstvos have taken care of, as no record could be taken; this, too, would be an impossibility."

DEATH RATE CALLED TERRIFIC

"Thousands are perishing every day, but in the early part of the war the death rate was terrific. Whole governments perforce rose to their feet and moved away, like the Nomads or Tartars of old, and wandered over the face of Russia in tremendous clouds. The acute agony of flight is over, but the chronic distress remains. Summer brings its diseases, cholera and other, but the winter was made terrible by the ravages of typhus, which in spite of every effort made to curb it, raged frightfully."

"A National Committee was formed. It was made up of Jews, Russians, Poles, and representatives of the various nationalities who inhabit Russian territory, and was established to preserve the national life of Russia's great family of nations. The committee was headed by her Imperial Highness, the Grand Duchess Tatiana Nikolaevna, and has been doing wonderful work in sending out tons of clothing and the necessary articles of daily necessities. Information bureaus were established so that families, and even towns, which became separated could be located and reunited. A concerted effort was made to hold the horde together, to keep towns and families entire, but despite all this work, many thousands were lost when children strayed from their own."

TASK BEYOND HUMAN POWER

"Hotels were established for children and infants, and it was necessary to crowd all these humans into every available building. Several barracks were built to house from 1500 to 2000 people apiece. The refugees were packed in these single sheds, which resembled huge barns or stables, and which were made up of double or triple stories. The unions here did their share. They assisted efficiently and honestly in the distribution of food and money, which was given by the Government for feeding and medical aid. Everything possible is being done, but the problem is so gigantic that it is well beyond human handling."

"The problem of the summer, which will have to be met, is adequate bathing facilities are needed before the winter, or that terrible Russian scourge, typhus, will strike once more. I am interested in assisting the bathing and disinfecting schemes—the Japanese method—whereby the war victim's clothes are sterilized while the owner is taking a bath. Thousands have died because of this lack of equipment and the hygienic conditions naturally attendant on getting these people off the roadsides and into their winter quarters."

Mr. Whittemore said that he would return to Russia in a few months and that he was at present making arrangements in this country for shipments of bathing equipment and sanitary devices for the relief of the war needy in Russia.

HUGHES AND ROOSEVELT TO DINE TOMORROW

Continued from Page One. the demand for an out-and-out 100 per cent. Americanism, and for the insistence upon the immediate necessity of a thorough-going preparedness, spiritual, military and economic.

I am in this campaign because of my conviction that we must not only frame, but execute, a broad, constructive program and that for this purpose we must have a united party, a party inspired by its great traditions and recommitted to its loftiest ideals. I know that you have been guided in this emergency by the sane desire to be of the largest service to the United States. You have sounded forth the trumpet that shall never call retreat. I want you to feel that I wish to have all the aid that you are able and willing to give. I want the most effective co-operation with all those who have been fighting by your side. Let us work together for our national security and for the peace of righteousness and justice.

I inclose a copy of my telegram to the committee, in which I have set forth my attitude. I shall later undertake a full discussion of the issues of the campaign.

Hoping that I may have the pleasure of seeing you at an early date, I am, my dear Colonel Roosevelt, with cordial regards,

Faithfully yours, CHARLES E. HUGHES.

MOOSE LEADER BITTERLY CRITICIZES ROOSEVELT'S LETTER TO PROGRESSIVES

NEW YORK, June 27.—A bitter criticism of Colonel Roosevelt's letter to the National Progressive Committee was made last night in a statement issued by John J. O'Connell, chairman of the Progressive County Committee, a leader among the more radical local Bull Moose.

"The impressions one gets of Colonel Roosevelt's letter," he said, "are its disingenuousness, its sophistry, then its labored attempt at justification, and, finally, the very evident hatred of our President. Usually, the Colonel has found it easy to express his thoughts and his desires in plain and pointed language. Here, he evidently desires to complete the ruin of the Progressive party by driving its members, if he can, into the Republican party, but apparently fears to express the direct wish he hopes his audience will understand."

O'Connell declared that the delegates to the Progressive National Convention did not know that the Colonel would decline to run on a third ticket if the Republicans nominated a man like Hughes.

"He totally fails to meet the real cause

of anguish of the Progressives who were delegates and alternates to the convention," continued O'Connell, "namely, that they have now come to believe that the Colonel never intended to accept their nomination at all; that they were being used as a club to force the Republican convention to nominate him, and that if the club was ineffective it could go into the woodpile for all the Colonel cared."

W. R. WILLCOX, EX-NEW YORK OFFICIAL, MAY BE CHOSEN TO LEAD FIGHT FOR HUGHES

NEW YORK, June 27.—There were important developments about the Hughes headquarters. It was reported for one thing, that the selection of a national chairman would be made within a day or two, and that William R. Willcox, former chairman of the Public Service Commission, was leading in the race. Joseph H. Keating, former National Committeeman of Indiana, has been selected tentatively as a vice chairman for the Middle West, with headquarters in Chicago, and Ralph E. Williams, National Committeeman from Oregon, as vice chairman in charge of headquarters in San Francisco.

Williams and Keating, especially the latter, have been pretty closely affiliated with the Old Guard interests, but there is no such tag on Willcox, who would have direct charge of the campaign, if the slate talked about today goes through. There was some talk of National Committeeman Charles B. Warren, of Detroit, as a vice chairman for the Middle West instead of Keating. Mr. Williams gave out a statement tonight in which he said Mr. Warren was in no sense a candidate for the national chairmanship, and by some this was taken as an indication that Warren was not even in the race for vice chairman and that Keating's selection for the Middle West post was virtually assured.

Mr. Hughes refused any comment on this topic, but there was a feeling that the final announcement might be made some time today, before Mr. Hughes leaves at 4 o'clock for his summer home at Bridgewater, L. I., to remain over the Fourth of July.

Mr. Hughes held a conference with W. Murray Crane, chairman of the Steering Committee, when he got to town this morning, but neither would talk about what took place. Another visitor was Nelson O'Shaughnessy, former Charge d'Affaires in Mexico City. He said he did not discuss Mexican matters with Mr. Hughes, but to the correspondents he said that he considered it unfortunate that we got into the Mexican trouble in "such a bad way."

The Windward and Leeward Isles

The Leeward Islands are so called because they are less exposed to the prevailing northeast trade wind than the Windward Islands nearby, while the Windward Islands in turn derive their name from the fact that they are the most exposed to these winds of all the Lesser Antilles.

AD MAN, ONCE CASH BOY, NOW A RESTAURATEUR

Frederic H. Weiss Is Vice President of Cincinnati Advertisers' Club, and Only 23

Newsboys who have roamed through Western cities today welcomed Frederic H. Weiss, vice president of the Cincinnati Advertisers' Club. Mr. Weiss is said to be the youngest man elected to an office of any advertisers club in the world. He is 23 years old.

When Mr. Weiss appeared outside of the Bellevue-Stratford this morning he was recognized by several newsboys. These boys at one time ate their meals free at Mr. Weiss' restaurant.

Automobile and discussing advertising methods are two of Mr. Weiss' favorite hobbies. His contention is that every business man, no matter how small his venture may be, should spend a part of his working capital in advertising. He says advertising is just as important as having money to pay the rent for a store or paying the gas bill.

"My success in life is due to constant advertising," said Mr. Weiss, who is one of the original boosters in trying to have the 1917 convention held in Cincinnati.

"No merchant should attempt to get into business before he makes up his mind to advertise in the newspapers or other publications."

Sentenced to Be Electrocutted

WEST CHESTER, Pa., June 27.—Junius Alton, colored, who killed Edward Brown, colored, at Cedar Hill, March 5, has been refused a new trial in the Chester County court, and has been sentenced by Judge Butler to be electrocuted.

A Mix-Up

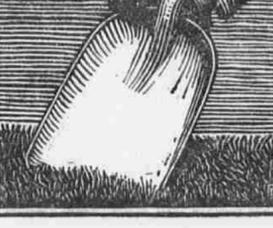
Life in this old vale of tears has its brighter, happier moments, and the other day we had the privilege of hearing a pompous, self-important gentleman of our acquaintance get mixed up and announce in his impressive manner that there is an ointment in everybody's eye, instead of the other way, and then try to explain in visible confusion what he obviously meant.—Ohio State Journal.

Rubber Sole and Heel

—black or tan. For town or country; the one shoe for general summer wear.

Clafin, 1107 Chestnut

Patent Calfskin Dress Pumps, \$5.50



Time! Time has demonstrated that a spade of a certain width digs easier and faster—with greater efficiency

Scoop-shovels in gardens are of little service. And a crowbar for spading is a worthless tool.

The one is too wide—the other too narrow. The right medium is the efficient spade.

Experience—the best of practical and scientific motor experience—has made convincing the logic of the Twin Six.

We have put two power-producing factors where there was only one before.

In reducing the size of the cylinders by half, and multiplying their number by two, we have developed a better bal-

anced, more powerful, lighter, sprightlier motor.

And we have reached the point—the point of the greatest motor efficiency.

More cylinders would be useless. Fewer would not give maximum service.

That's why the Twin Six has been the greatest Packard success—time-tested by six thousand delighted users—your logical car—now. Prices \$2750—\$3150, upward—f. o. b. Detroit. Packard Motor Car Company of Philadelphia, 319 North Broad Street. Branches at Harrisburg, Bethlehem, Trenton, Williamsport, Wilmington, Lancaster.

Ask the man who owns one



ROYAL ELECTROTYPES for Color Work and Fine Half-tone Printing



A TRIP through the Royal Plant in the Curtis Building will give any advertising man, printer, or publisher, a new conception of the possibilities of printing from Electrotypes.

ROYAL ELECTROTYPE CO. 620 SANSON STREET, PHILADELPHIA, PA.